

EXHIBIT 8

Lulu Logo Guidelines

Usage Guidelines

The following guidelines display the correct treatment of the Lulu.com logo in all forms

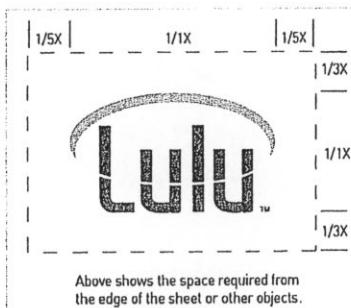
The logo should not be altered in any way.

Color logo

Whenever possible, the Lulu.com logo should appear with the following color values:

Blue: Pantone 2955C
Process: C: 100% M: 45% Y: 0% K: 37%

Orange: Pantone 144C
Process: C: 0% M: 48% Y: 100% K: 0%

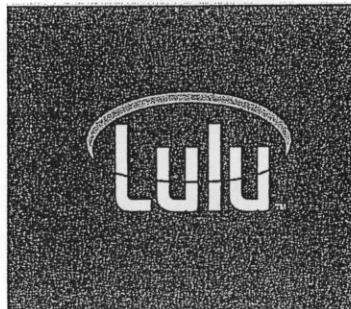


Color logo on blue or dark background

Whenever possible, the Lulu.com logo should appear with the following color values:

Blue: Pantone 2955C
Process: C: 100% M: 45% Y: 0% K: 37%

Orange: Pantone 144C
Process: C: 0% M: 48% Y: 100% K: 0%



Greyscale logo

In cases where it is not possible to print in color, the logo may be reproduced in greyscale with the "halo" in a 40% screen of black.



One color logo

In cases where it is not possible to print in color or greyscale, the logo may alternatively be reproduced in one color solid black as shown.



Knockout logo

When printing on a solid black or dark background in one color, the logo may be used as knockout.



EXHIBIT

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